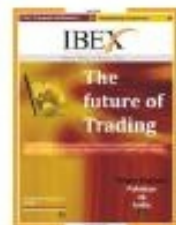
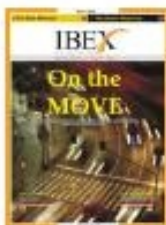
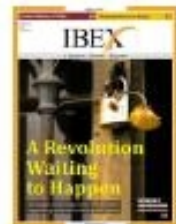
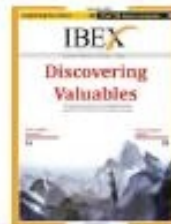
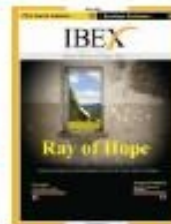
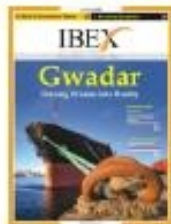
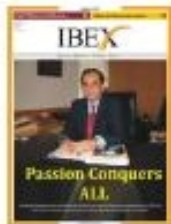
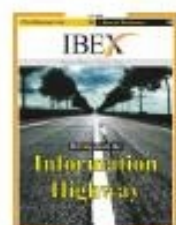
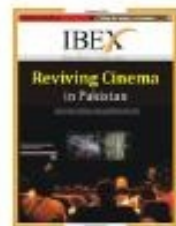
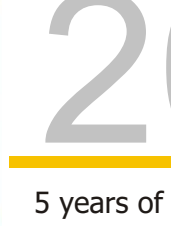
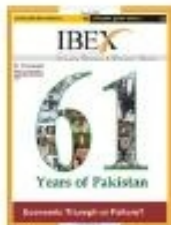




## Business & Entrepreneurial Magazine

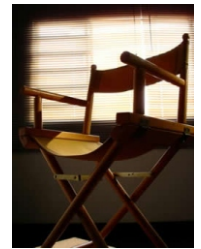


# Media Kit 2014

5 years of commitment & Excellence

## About us

Launched in July 2008, IBEX is a monthly Business Lifestyle Magazine, targeting business students, corporate sector and business community of Pakistan. It endeavors to disseminate corporate news, scoop about investment opportunities and provides business lifestyle guide to the business community, entrepreneurs and students.



IBEX is being circulated in the business class of Etihad Airways, executive lounge and business centers of PC and Marriott hotels, VIP lounge of Islamabad, Lahore and Karachi airports, 30 business schools, all major cafes of Islamabad, Lahore and Karachi, embassies, financial institutions of government and more than 800 companies.

## What is IBEX?

IBEX (markhor) is the national animal of Pakistan which is meant to give us identity, both inside and outside of Pakistan. IBEX is energetic, like our team. It's rare and unique, so is our vision.



## IBEX Audience

**Entrepreneurs:** Entrepreneurs and businessmen who are always looking for new business opportunities and successful veteran businessmen who always on the lookout for precise information to stay ahead of competition.

**Corporate Sector:** Employed personals who want to stay up to date of corporate happenings and want to know about the business dynamics of different ventures.

**Policy Makers:** The movers and shakers of the economy and the government officials.

**Students:** Students desirous of undertaking business ventures or those interested in receiving business and corporate world news and updates

**Foreign Investors:** Investors who want to know about Pakistan's market and investment opportunities here.





## Content

We provide business opportunities, industry insights and economic updates that can help a business in planning and execution. IBEX also makes available lifestyle updates relevant to the corporate world so that entrepreneurs can design their business operations, products and services according to the changing market needs and culture. News and Corporate events are regularly published so that our audience can remain up to date.

A special section is dedicated to business students providing them business startup tips, case studies and an opportunity to highlight their business ideas.

## Magazine Sections

- Business New & Events
- Interviews of Executives
- Business Opportunities
- Corporate Lifestyle
- Business Travels
- Global Business
- Banking & Insurance
- Automobile
- Real Estate
- Entrepreneurship
- Current Affairs
- Energy
- Branding
- Business Opinions
- IT & Telecom
- Textile
- Technology
- Economy Overview
- Commodity Exchange
- Stock Market
- Industry Overviews



## Online Presence

For a wider audience range, IBEX online edition is available with different sections. Our website is designed in a way that it can be browsed easily to get the maximum information available online. The website is ideal to remain in touch with all the happenings in the corporate sector & economy and business updates.

Our online edition has daily updates of economy, stock & commodity markets and company news.



## Online Edition Sections

### 1. Business

- Business Articles
- Business minds
- Business Opportunity

### 2. Economy

- Articles
- Banking
- Stock Market
- Economy Overview
- Sector Analysis
- Company Analysis
- Industry Insight
- Commodity Exchange

### 3. Interviews

### 4. Corporate Lifestyle

- Articles
- Executive Wardrobe
- Corporate Interior

- Corporate Dineout
- Technology

### 5. International

- News
- Articles

### 6. Entrepreneurs

- Articles
- Student Projects
- University Events
- Business Ideas

### 7. Business Opinion

### 8. Foreign Affairs

### 10. Development

### 11. News & Events

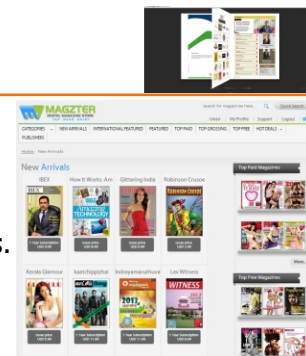
- Corporate News
- Circulars/notifications

### 12. Energy

### 13. Current Affairs

## E-Magazine

IBEX is offering E-magazine services through online magazine store [www.magzter.com](http://www.magzter.com) and readers can also download the IBEX app for android phones.



## IBEX in Universities

IBEX magazine's vision is to promote entrepreneurship in the country. We want to have a strong affiliation with the universities & colleges and are working to create a bridge between the corporate sector and university students. We not only intend to organize a set of regular activities in universities which will enable the students to interact with professionals; but also to maintain a regular relationship with the students by helping them in their assignments/projects. This interaction through IBEX will be beneficial for both students and professionals.



We not only want to organize sessions but are also planning to have a regular relationship with students and faculty as IBEX can provide assistance by providing latest business & economy related content from the local market to students and faculty for their assignments and projects. IBEX is planning to have a regular presence in the universities.

IBEX content is being promoted in 15 universities through 35 student Ambassadors. We organize regular corporate sessions and bring professionals in the universities. We not only help business students in exploring business opportunities but also provide them training sessions and highlight their business ideas in the magazine.



## Objectives

- Promote entrepreneurship.
- Providing an opportunity to students to interact with professionals.
- Act as a liaison between companies and students.
- Provide a mode to companies to directly interact with students.
- Help students in exploring business opportunities.



## Circulation in Percentage

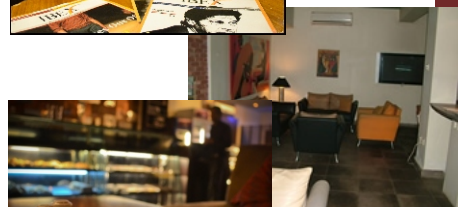
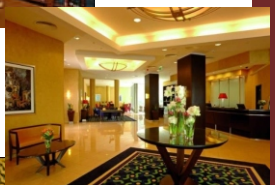
### Sector Wise

Companies .....	38%
Public Areas .....	25%
(hotels, airlines, cafes, airports)	
SMEs .....	26%
Book Stores .....	10%
NGOs/Donors .....	1%

### City Wise

Karachi .....	45%
Islamabad .....	30%
Lahore .....	25%

Readership ..... More than 50,000



## Where is IBEX available?

### Companies/Offices

More than 800 companies and 1000 Small and Medium Enterprises

### Airlines

Business Class of Etihad Airways  
(Daily flights from Lahore and Karachi)

### Airport VIP Lounge

Islamabad International Airport - Islamabad  
Jinnah International Airport - Karachi  
Allama Iqbal International Airport - Lahore

### Hotels

Pearl Continental Hotels (Business center & Executive Lounge)  
Rawalpindi, Lahore, Peshawar, Bhurban, Karachi, Muzaffarrabad

Marriott Hotels (Business center & Executive Lounge)  
Islamabad & Karachi

### Universities

Libraries of around 30 universities of Islamabad, Lahore and Karachi.  
Direct promotion of IBEX online edition in 15 universities through 35 IBEX Ambassadors.

### Cafés

#### Islamabad

Gloria Jean's Coffees  
Masooms Café  
Mocca Coffee  
KHIVA Restaurant  
Polo Lounge  
Chaaye Khana  
Tehzeeb  
Urban Lounge  
Nirvana  
Coffee Republic  
Café Burnout  
Manolo

#### Lahore

Polo Lounge  
Gloria Jeans (All outlets)  
Cosa Nostra  
Cinnabon

#### Karachi

Kamameshi  
The Sports Bar  
Latte Lounge  
Cafe 76  
Chatterbox  
OLÉ  
Butlers Chocolate Cafe  
Evolution  
Pane & Amore  
CIAO  
Club Genova  
Cactus  
Del Frio  
Café Downtown  
Café Pink Cadillac  
Café Euphoria  
Café Zero Degree

## Why advertisers should select IBEX, why our audience use IBEX and How we approach our audience?

### Corporate Sector

#### Why they use IBEX?

We provide corporate sector news, small business ideas, industry analysis and work environment tips.

#### How we approach them?

By direct circulation and through online edition & social media

### Students

#### Why they use IBEX?

We provide local industry content, case studies, business ideas/feasibilities, assignment/project materials and organize entrepreneurial sessions in the campuses.

#### How we approach them?

IBEX has circulation and presence in 15 universities with a workforce of 35 Ambassadors who promote IBEX in universities with the help of faculty.

### Business Community

#### Why they use IBEX?

We provide Industry overviews, business feasibilities, business news/analysis, and highlight their companies and executives.

#### How we approach them?

Direct circulation as well as through our involvement in Chamber of Commerce

### Online and Social Media

IBEX Online edition is more active than print edition. We publish daily updates of whole economy, corporate news, and company/sector/stock market and commodity market analysis.

### Public Areas

IBEX is being circulated in Business Class of Etihad Airways, executive lounge and business centers of PC and Marriott hotels, VIP lounge of Islamabad, Lahore and Karachi airports, 30 business schools and all major cafes of Islamabad, Lahore and Karachi

### Embassies

IBEX is being circulated in Embassies (directly to Ambassadors)

### Government Officials

IBEX is being circulation in all major ministries and government organizations which are directly linked with the business community

Promotion Partners



THE POLO LOUNGE





Recent Advertisers



Murree Brewery



خوشحالی بینک لمیٹڈ  
khushhalibanklimited



STATE LIFE  
INSURANCE CORPORATION OF PAKISTAN

SONY



Chartered Institute of  
Management Accountants

RASTGAR  
Engineering Company (Pvt) Ltd.



BANK ALFALAH



create your own world



GENERAL



## Advisory Board



**Aatiqa Lateef**  
Chief of Staff  
Byco Petroleum



**Amir Jahangir**  
CEO  
Mishal



**Talib Rizvi**  
Group Head  
Habib Metropolitan Bank



**Imtiaz Rastgar**  
Chairman  
Rastgar Engineering Group



**Shahid Mustafa Haq**  
Cluster Head (Marketing)  
Bahria University Islamabad



**Majid Shabbir**  
Secretary General  
Islamabad Chamber  
of Commerce and Industry



**Zaheeruddin Dar**  
Chief Executive Officer  
Dartways



**Rashid Mehr**  
CEO  
TUV Austria Bureau  
of Inspection & Certification



**Jawad Majid Khan**  
Group Head  
Islamic Banking,  
Silk Bank



# Executives & Businessmen Highlighted in

